SPEEDBALL PEN LETTERING
FOR BEGINNERS

# ELEMENTARY ALPHABETS

AND THEIR CONSTRUCTION

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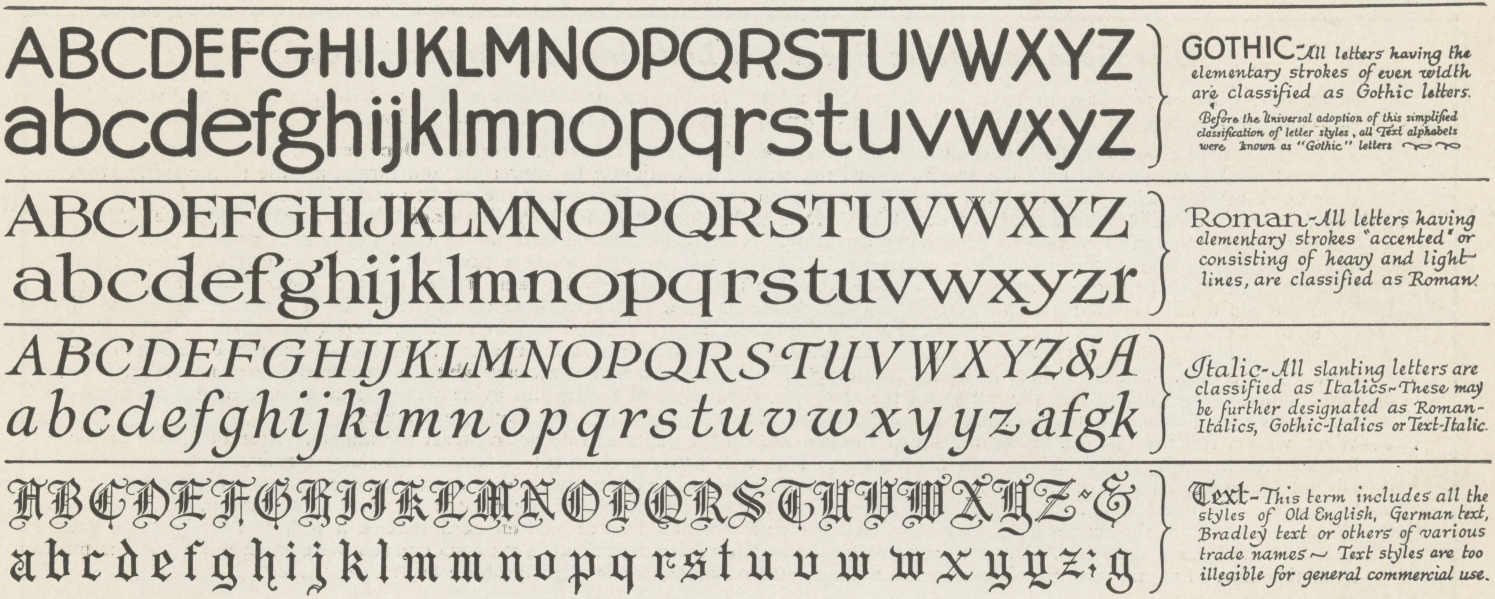
THIS text-book has been prepared for the purpose of introducing practical lettering from a new, much simplified angle that should prove very helpful to the student and grade school pupil. It is the result of many year's experience with beginners of all ages.

The confusion arising in the minds of pupils from experimenting with too many styles of lettering is the cause of many failures. Hence, only the alphabets which are basic to all lettering are presented for the student to work upon. The letters are stripped of all the fancy finishes and extras that might prove confusing. Thus the art is robbed of its apparent mysteries, and ceases to discourage the beginner in his efforts to produce clean-cut letters for amateur or commercial art, posters, signs and show cards.

Besides developing the initiative and the imagination, the commercial possibilities of good lettering are manifold. As a business in itself it is becoming increasingly popular and remunerative. It is the stepping-stone to display advertising, an art which knows no limitations in the commercial world. In nearly every profession and line of business the ability to letter well is a useful accomplishment and generally affords larger opportunities and greater compensation for those who can.

It is expected that regular commercial tools will be used in practicing these lessons as this will increase the pupils' interest, besides teaching them professional methods right from the start. But until they are thoroughly familiar with the shaping of the letters they should draw them carefully with pencil and then go over each letter with the pen. The proper-sized pen will complete the elements in a single stroke. After a certain degree of skill is obtained it is unnecessary to use a pencil, except to lightly lay out the poster and indicate the position of the letters. When the pupil has mastered the preparatory work given herin, he will find both the Speedball Loose Leaf System of Professional Lettering and the Speedball text-book, "Modern Pen Lettering," comprehensive guides for the commercial production of practical letter designing and show card work.

*Copyright 1927—all rights reserved including method of showing letter construction and translation into foreign languages*


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
GOTHIC-All letters having the elementary strokes of even width are classified as Gothic letters.
Before the universal adoption of this simplified classification of letter styles, all Text alphabets were known as "Gothic" letters
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzr
Roman-All letters having elementary strokes "accented" or consisting of heavy and light lines, are classified as Roman.
ABCDEFGHIJKLMNOPQRSTUVWXYZ&A
abcdefghijklmnopqrstuvwxyyzafgk
Italic-All slanting letters are classified as Italics-These may be further designated as Roman-Italics, Gothic-Italics or Text-Italic.
Text-This term includes all the styles of Old English, German text, Bradley text or others of various trade names ~ Text styles are too illegible for general commercial use.

*All lettering is directly or indirectly based upon these four groups. This simplified segregation eliminates much confusion and is universally used by printers, letter designers and allied craftsmen*

## *Directions for Using Speedball Lettering and Drawing Pens*

Remember, whether you have or have not any special talent for drawing or art, with a little systematic practice and study you can learn to do good lettering. The directions as given should be carefully followed to insure the quickest results—

**1**—Sit erect, or stand close to the desk, keeping the feet flat on the floor or the foot rest. Don't lean on your pen, note illustration. ⇒

**2**—The best results are secured with the paper or card flat on the desk slightly to your right and turned a trifle to the left. Hold your work in place with your left hand while lettering with the right—do not tack the card to desk.

**3**—Use any smooth hard surfaced paper or cardboard. Rule three guide lines for each line of lettering, using a sharp pencil.

**4**—Study the shape and construction of each letter carefully. Note the order and direction of each stroke before using pen.

**5**—Sketch the letters with a pencil first, then retrace with the size and style of pen best suited to their construction. Strive for a pleasing relation or balance of the blank spaces between the letters and keep the same border space at each end of the line.

**6**—Hold the pen firmly between the two first fingers and thumb as close to the working tip as the holder will permit. The side of the hand should glide lightly over the paper, keeping the other fingers relaxed and in position, shown on opposite page. ⇒

**7**—Use a free-flowing black ink. Sticky, gummy and glossy inks never give satisfaction. They generally clog the pens and dry streaked or spotty.—Speedball inks in black "Waterproof" or Sho-card and white are specially prepared for pen work.

**8**—Dip the pen deeply enough into the ink to fill the reservoir, then wipe off the surplus by drawing the under side of the pen across the edge of the bottle. This will eliminate any chance of blotting caused by over loading of feeders.

**9**—Work with a full arm stroke. Keep the tip of the pen flat on the paper and do not contract the fingers. Rest an instant at the finish of each stroke before lifting pen from paper. This will produce clean-cut elements with sharp terminals.

**10**—Do not try to work too fast. Strive for quality first and speed will develop later. Work with an even, thoughtful stroke.

**11**—"Clean pens do clean work." To clean pens, rinse them in water and scrub off the crusted ink with a toothbrush.

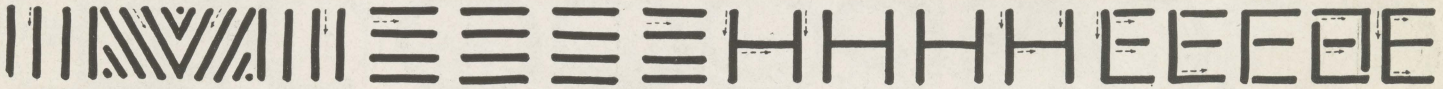
**12**—To lay out effective showcards or display copy, first sketch a liberal border around the card, making it widest at the base, the top next and the sides a little less. Draw a vertical line down the center then arrange the copy into relative groups and balance them upon this line. Layouts are most pleasing when the center of attraction is slightly above center.

Slant Position of hand when making Italic letters with either the Style "C" or Style "D"
STYLE "A" Reversible
GOTHIC
Three points of contact
SPECIAL
LET
"SIT ERECT AND DO NOT LEAN ON YOUR PEN"
Vertical Position of hand in making Roman Letters for both styles "C" or "D"
Roman
Three points of contact

# ·SHOWING·HOW·TO·HOLD·THE·SPEEDBALL·PEN·

·· GOTHIC ALPHABET · CLIPPED FROM THE SPEEDBALL TEXT BOOKS···

→FIRST · TRY · THESE · ELEMENTARY · PRACTICE · EXERCISES · WITH · STYLE "B" PEN←

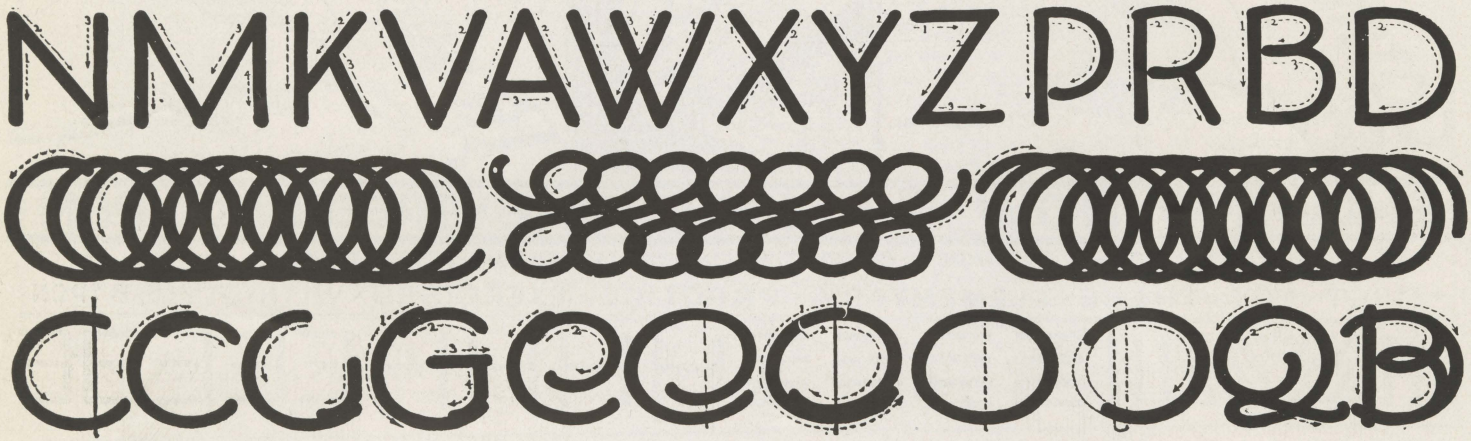


*Keep the writing tip in full contact with the paper when making strokes*

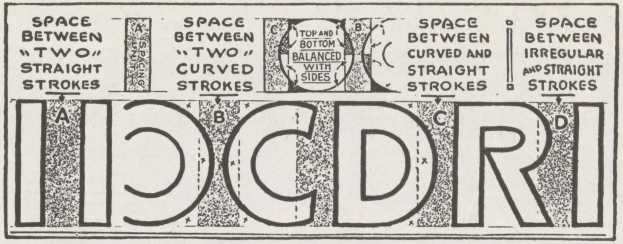
# ELEMENTARY PRINCIPLES OF LETTER CONSTRUCTION

Arrows indicate direction of strokes and numbers the order in which they are made:

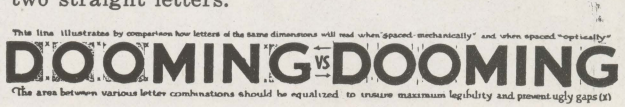
***Note*** — When joining circular elements OVERLAP strokes



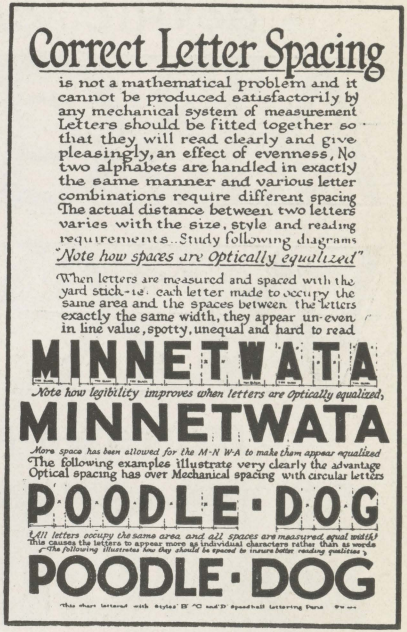
*Practice full lines of each element. Hand should glide freely over paper, gripping the pen lightly*




THE above diagram offers a workable guide in the proper spacing of various letter combinations. The added space created by the curved portion of any letter is relatively substracted from the dividing area between it and the adjoining letter. Thus the distance between two circular letters (measured at the closest point) is considerably less than the distance between two straight letters.


This line illustrates by comparison how letters of the same dimensions will read when spaced mechanically and when spaced optically
DOOMING VS DOOMING
The area between various letter combinations should be equalized to insure maximum legibility and prevent ugly gaps (x)

*Work with a smooth, even stroke. Do not try to work too fast*


Correct Letter Spacing
is not a mathematical problem and it cannot be produced satisfactorily by any mechanical system of measurement Letters should be fitted together so that they will read clearly and give pleasingly, an effect of evenness, No two alphabets are handled in exactly the same manner and various letter combinations require different spacing The actual distance between two letters varies with the size, style and reading requirements. Study following diagrams
"Note how spaces are Optically equalized"
When letters are measured and spaced with the yard stick-ie each letter made to occupy the same area and the spaces between the letters exactly the same width, they appear un-even in line value, spotty, unequal and hard to read
MINNETWATA
Note how legibility improves when letters are Optically equalized;
MINNETWATA
More space has been allowed for the M-N W-A to make them appear equalized
The following examples illustrate very clearly the advantage Optical spacing has over Mechanical spacing with circular letters
POODLE·DOG
(All letters occupy the same area and all spaces are measured equal width)
This causes the letters to appear more as individual characters rather than as words
The following illustrates how they should be spaced to insure better reading qualities
POODLE·DOG

## GOTHIC CAPITALS WITH STYLE "B" SPEEDBALL PENS

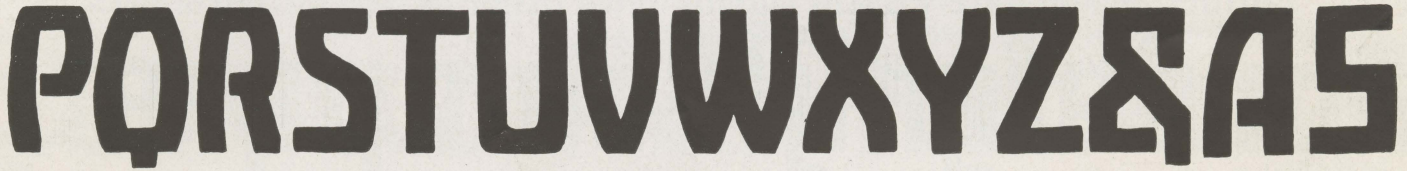
## CONDENSED POSTER GOTHIC WITH STYLE "A" SPEEDBALL PENS

ABCDEFGHIJKLMNO

*Do not contract the fingers. It develops writers' cramp or fatigue*

## GOTHIC CAPITALS WITH STYLE "B" SPEEDBALL PENS

## CONDENSED POSTER GOTHIC WITH STYLE "A" SPEEDBALL PENS




*Rest an instant at the end of each stroke to assure clean cut terminals*

## Gothic Lower-case with Style "B" Speedball Pens

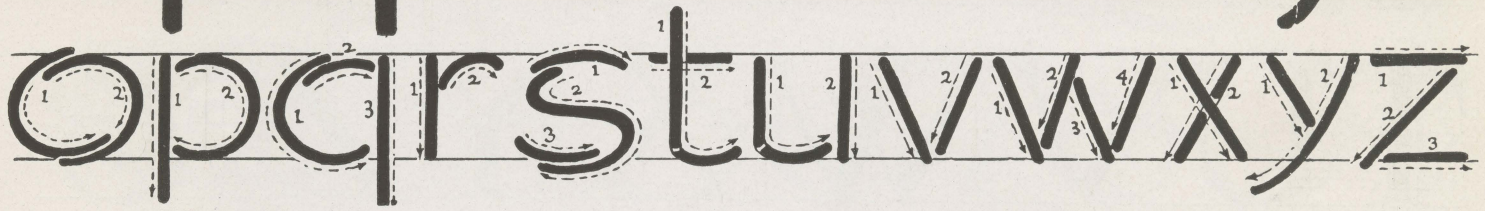
## Condensed Square Poster Gothic with Style "A" Speedball Pens

abcdefghijklmnopqrsty

*A tight grip destroys the beauty and freedom of your work*

## Gothic Lower-case with Style "B" Speedball Pens

opqrstuvwxyz



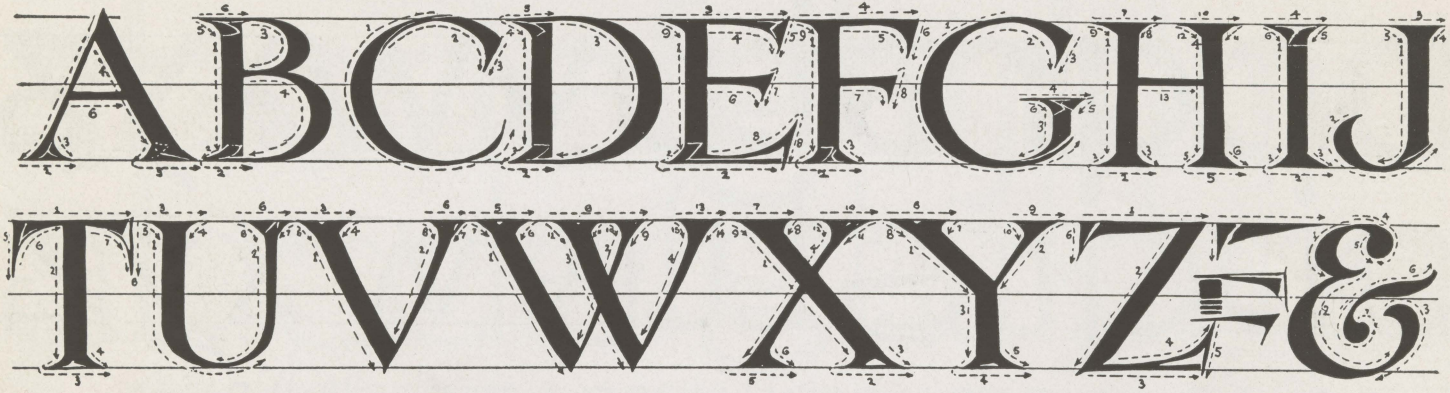
## Condensed Square Poster Gothic with Style "A" Speedball Pens

&uvwxz-$1234567890¢

*Ink will not flow freely from a dirty pen. Keep pens clean if you want clean-cut lettering*

*If you rule three guide lines of copy it will greatly assist in the alignment of any alphabet*

## ROMAN CAPITALS with STYLE "C" SPEEDBALL PENS



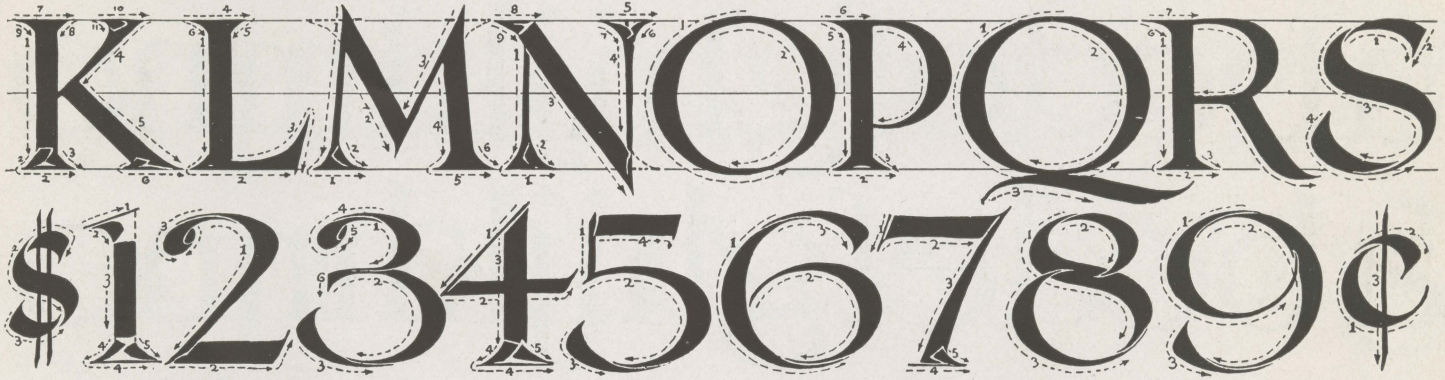

## BOLD ROMAN CAPITALS WITH STYLE "D" SPEEDBALL

# ABCDEFGHIJKLMN

*A slight twist or flexible handling of the pen is required in making this alphabet*

*Until you are familiar with their construction, sketch in the letters with a hard pencil before using pen*

## ROMAN CAPITALS with STYLE "C" SPEEDBALL PENS

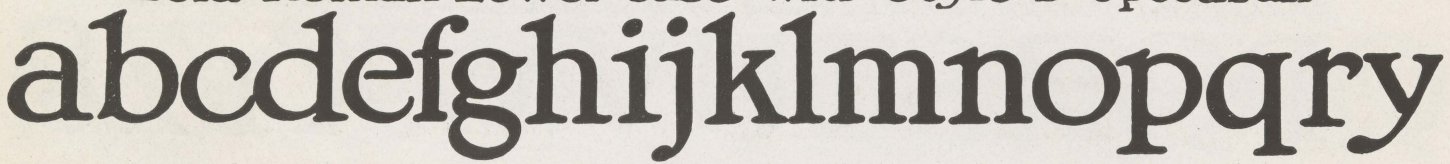



## BOLD ROMAN CAPITALS WITH STYLE "D" SPEEDBALL

*The serifs or "spurs," as the finishes are called, are added with the same pen. Study their construction carefully*

## Roman Lower-case with the Style "C" Speedball Pens

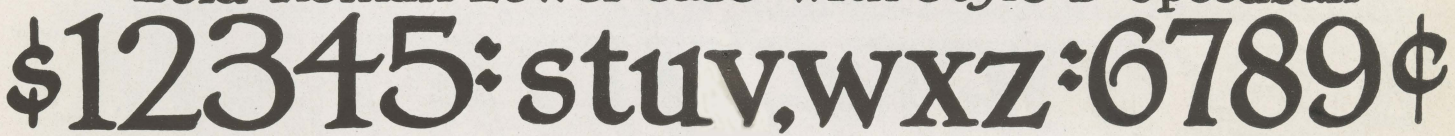
## Bold Roman Lower-case with Style "D" Speedball




*Observe carefully the construction of each letter while sketching outline with pencil*

## Roman Lower-case with the Style "C" Speedball Pens

## Bold Roman Lower-case with Style "D" Speedball



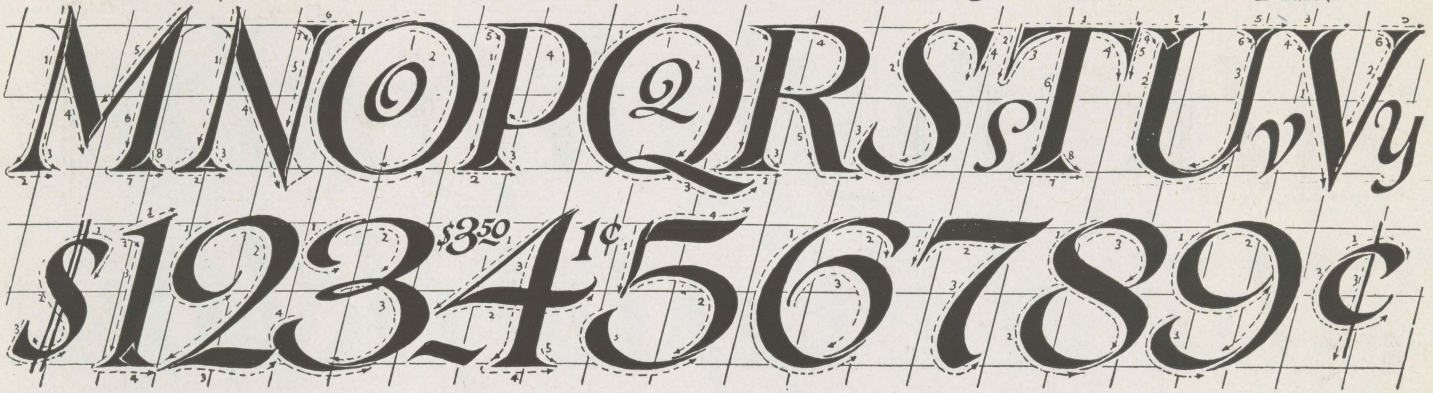

*Note which stroke is made first and the order in which the others are built around it*

## ROMAN ITALIC CAPITALS WITH STYLE "C" SPEEDBALL PENS

## BOLD ROMAN ITALIC CAPITALS WITH STYLE "D" SPEEDBALL PENS

*The desired degree of slant may be maintained by light diagonal pencil lines*

## ROMAN ITALIC CAPITALS WITH STYLE "C" SPEEDBALL PENS




## BOLD ROMAN ITALIC CAPITALS WITH STYLE "D" SPEEDBALL PENS

*Sharp "spurs" add much to the clean-cut appearance of your work*

## Roman Italic Lower-case with Style "C" Speedball Pens

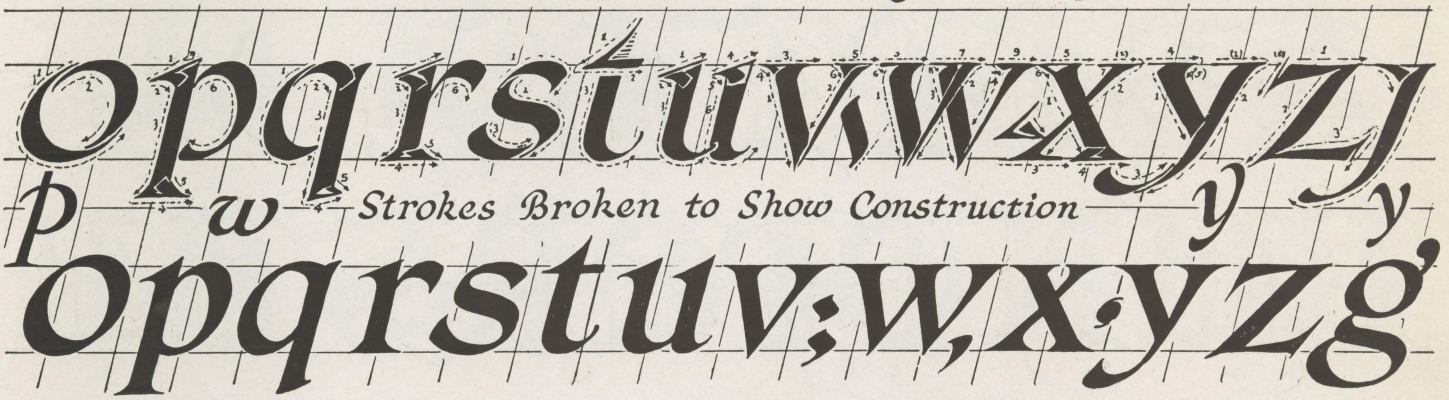
## Bold Roman Italic Lower-case with Style 'D' Speedball Pens

**abcdefghijklmnopqrsut**



*It saves time and effort to shift the position of the card or paper on desk to accommodate the slant of the letters*

## Roman Italic Lower-case with Style "C" Speedball Pens

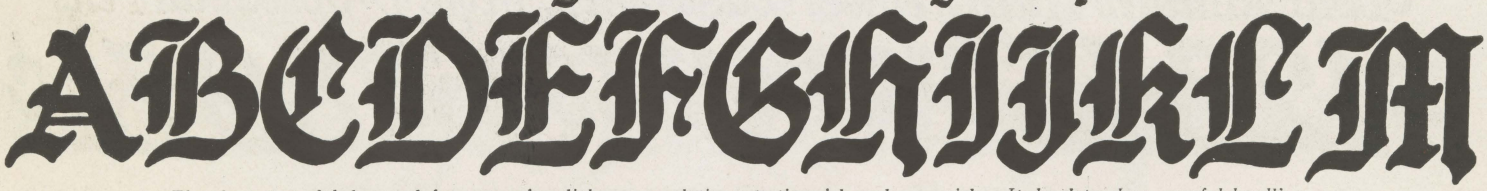



## Bold Roman Italic Lower-case with Style "D" Speedball Pens

*Shifting the position of the card or paper will prevent a cramped stroke and distorted lettering*

## Text Alphabet ~ Old English ~ Capitals

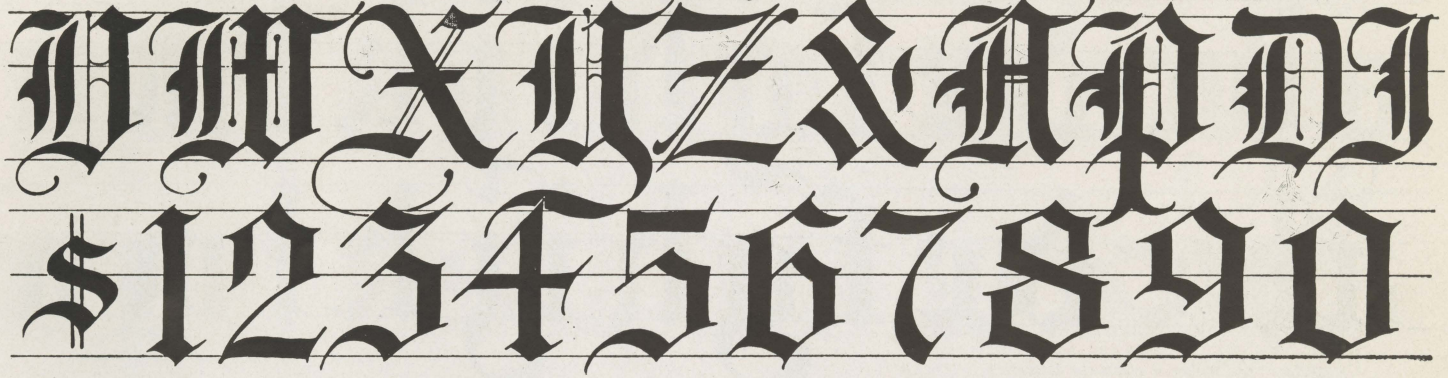
## Modified Bold English Text with Style D Speedball Pen






*The above text alphabet used for engrossing diplomas, resolutions, testimonials and memorials. It develops clean, careful handling*

Lettered with (size Two) Style "C" Speedball Pens



Modified Bold English Text with Style D Speedball Pen

*After the letters in the style "C" alphabet have been formed with a broad stroke pen the fine lines can be added with a sharp-pointed pen*

# Text Alphabet -- Old English Lower Case

abcdefghijklmn

abcdefghijklmn

*A clean pen makes a clean-cut letter*

*Scrub pens clean-with tooth brush*

## Modified Bold English Text with Style D Speedball Pen

abcdefghijkmnolp

Lettered with size 2 style "C" Speedball

opqrstuvwxyz

opqrstuvwxyz

Modified Bold English Text with Style D Speedball Pen

qrsstuahvvwxyz

"The Big Little Wizards of Lettercraft"

# "SPEEDBALL"

## TRIPLE RESERVOIR DRAWING and LETTERING PENS

4 Styles
A-Square Nibbed
B-Round
C-Oblique
D-Oval
3 Reservoirs
Give Increased Capacity with Perfect Control
SIX SIZES
The Speedball is the only pen with a distributing reservoir over the top of turned up marking tip
The complete assortment of 24 pens $2.00
$1.00 dozen any style
All four Styles Now equipped with Triple Ink retainers cleverly designed to automatically regulate the flow and distribute ink over entire marking tip
•no adjustments needed for various colors•
Twenty four Different Speedballs, to make your work easy

A FEW PAGES FROM THE SPEEDBALL TEXT BOOK "MODERN · PEN · LETTERING"

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TWO OUNCE JAR 25C

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